

## **Learning Module 4**

### **Bibliographic Control**

#### **Importance of Bibliographic Control to Reference**

- An important part of reference is the organization of information so that it is easier for librarians and user's to access.
- Search and retrieval are both easier when there is a consistent organizational system for materials in the library.
- Additional signage and bibliographic instruction in the specifics of the library organization may also be necessary.
- Users often find general categories useful for starting their search, such as are often used in bookstores and in many public libraries.

#### **Bibliographic Universe**

- refers to all recorded knowledge which one might expect to be in a library
- has traditionally concentrated on books and other printed matter, but now includes information recorded on microform, CD/DVDs and other specialized formats

#### **Bibliographic Control**

- definition: the organization of information in the bibliographic universe, in other words, the organization of library materials (actually the organisation of representations of library materials)
- traditionally, this consisted of the library catalogue, vertical files organised alphabetically of local materials, pathfinders and periodical indexes to journals

#### **The Library Catalogue**

- consists of a record of the library's holdings
- not all items are in the library's catalogue, some libraries do not include online databases, government documents and other specialised items
- users are often unaware that the catalogue does not include all the library's holdings

## Catalogue Entries

- each entry in the catalogue represents material held by the library
- these entries or records are known as bibliographic data or surrogates
- surrogates represent the item, but are not themselves the item, they simply show users where to find the item
- important information in a surrogate includes; title, author, publisher, publication date, location information

## Print versus Electronic Catalogues

- in print catalogues items could only be sorted in one way, historically libraries would offer three types of access points for each item (book and card catalogues had separate sections for each access point with items sorted into each section):
  - author
  - title
  - subject
  - there might also be additional entries for different formats or forms of items
  - result: separate cards or entries for each aspect for each item, every item was represented by at least 3 cards, often more since the standard was to include 3 subject headings per item
- in electronic catalogues material can be sorted in multiple ways:
  - by title, author or subject
  - by format (print versus electronic)
  - by form (book versus serial)
  - by subject area
  - result: an item can be represented by one surrogate which can be sorted in many ways

## Cataloguing

- process of representing an item using a surrogate
- often involves copy cataloguing using downloaded records from OCLC
- important information in the surrogate may be controlled for form and content (e.g. standard version of an author's name: C. S. Lewis as listed on his books)
- subjects were taken from subject heading lists, especially the Library of Congress Subject Headings (LCSH) and Sears List of Subject Headings
- materials were classified by systems such as the Dewey Decimal System or Library of Congress Classification

- shelf lists were used to locate the classified materials in a specific area of the library (here they are called call numbers)
- computerised catalogues maintain some of these standards using AACR2 (Anglo American Cataloguing Rules, Second Edition) to generate consistent contents and MARC (MACHine Readable Cataloguing) to store the information in a somewhat computer readable form

### **Surrogate for the Course Textbook (Catalogue Display)**

Reference and information services : an introduction /

Englewood, Colo. : Libraries Unlimited, 2001.

Edition: 3rd ed.

Description: xxiv, 617 p. : ill., maps ; 26 cm.

Series: Library and information science text series

Bibliography: Includes bibliographical references and indexes.

Added Author: Bopp, Richard E., Smith, Linda C.

ISBN: 1563086247 (pbk.)

1563086212 (cloth)

Control #: ocm45678145

Subjects: Reference services (Libraries)

Information services.

### **MARC Record for the Course Textbook**

LDR: 01065nam 2200325 a 45e0

**001: ocm45678145**

003: OCoLC

005: 20030627101926.0

008: 010330s2001 couab b 001 0 eng d

010: \$a 2001267851

**020: \$a 1563086247 (pbk.)**

**020: \$a 1563086212 (cloth)**

040: \$a WID \$c WID \$d DLC \$d MNM \$d IQU \$d MUQ

042: \$a lccopycat

049: \$a VXXX

050: 00 \$a Z711 \$b .R443 2001

082: 00 \$a 025.5/2 \$2 21

**245: 00 \$a Reference and information services : \$b an introduction / \$c general editors, Richard E. Bopp, Linda C. Smith.**

**250: \$a 3rd ed.**

**260: \$a Englewood, Colo. : \$b Libraries Unlimited, \$c 2001.**

**300: \$a xxiv, 617 p. : \$b ill., maps ; \$c 26 cm.**

**440: 0 \$a Library and information science text series**

**504: \$a Includes bibliographical references and indexes.**

**650: 0 \$a Reference services (Libraries)**

**650: 0 \$a Information services.**

650: 6 \$a Bibliothèques \$x Service de référence.

650: 6 \$a Documentation, Services de.

**700: 1 \$a Bopp, Richard E.**

**700: 1 \$a Smith, Linda C.**

994: \$a E0 \$b VXX

[bolded items are visible in the catalogue's display]

## Indexes

- indexes point to information located somewhere else just as a back of the book index points to the location of information in the book itself
- bibliographies are a form of index
- indexes do not necessarily indicate an actual collection but simply a list of all materials on a particular topic
- periodical indexes are still available in print but electronic versions offer superior searching ability
- like catalogues, the purpose of an index is to help users locate information
- indexes are by tradition organised alphabetically or alphabetically by subject area

## Principles of Bibliographic Control

- Arrangement
  - alphabetic arrangement
  - classified arrangement (e.g. Dewey or LCC)
    - this may allow browsing from broader to narrower subjects as well
- Collocation
  - collocation is the clustering of like items (this may be by author for fiction or subject for non fiction)
- Name Authority Control
  - name authority control allows for the collocation of works by the same person but published under different versions of their name
- Subject Authority Control
  - subject authority control is enforced using standard lists of subject headings (e.g. LCSH), this allows for the collocation of items where titles and authors may be widely varied
  - subject headings are a form of controlled vocabulary
  - a controlled vocabulary controls the ambiguity of natural language distinguishing between homonyms, homophones and collapsing differences between synonyms to enhance search
- Depth and Breadth of Indexing
  - a library thesaurus is a collection of terms which have been organised into a hierarchical arrangement
    - e.g. clustering Macintosh, Paula Red and Golden Delicious under the broader term Apples, which could then be clustered under the broader term Fruit
    - e.g. Women--Political activity
    - Women--Social life
    - Women--Spiritual life
    - Women--Sports

- allows all these concepts to be located in one place, instead of filed separately under sports, political activity, etc.
- many subject heading lists have a similar hierarchical structure
- subject headings often consist of multiple concepts combined to form a single overall subject
  - e.g. the concept's children and literature are combined to form children's literature, which can then be combined with the term United States to form a precoordinate subject heading Children's Literature -- United States
  - by comparison postcoordinate subject headings would have Children's Literature and United States as two separate headings
  - precoordinate subject headings made a great deal of sense in the print world since they allowed items to be indexed and sorted into multiple categories at the same time, without having to print extra cards or make extra entries in a catalogue
  - online and electronic databases tend to use postcoordinate subject headings or descriptors since these headings can be combined in the search

### **OPAC Record with Precoordinate Subject Headings**

Output measures for school library media programs / by Bradburn, Frances Bryant

New York : Neal-Schuman Publishers, c1999.

Description: xx, 95 p. : ill. ; 28 cm.

Bibliography: Includes bibliographical references (p. 89-91) and index.

ISBN: 1555703267 (pbk. : alk. paper)

Control #: ocm39951734

**Subjects School libraries -- Evaluation -- Statistical methods.**

**Instructional materials centers -- Evaluation -- Statistical methods.**

### **ERIC Record with Postcoordinate Descriptors**

ERIC #: ED426712

Title: Output Measures for School Library Media Programs.

Authors: Bradburn, Frances Bryant

**Descriptors: Case Studies; Data Collection; Elementary Secondary Education; Learning Resources Centers; Library Administration; Library Development; Library Services; Program Development; School Libraries; Staff Development**

Publisher: Neal-Schuman Publishers, Inc., New York, NY 10013-1506

Publication Date: 1999

Pages: 95

Pub Types: Books; Guides - Non-Classroom

Identifiers: Output Measurements; Output Measures for Public Libraries; Output Performance Measures

ISBN: ISBN-1-55570-326-7

## **Search Strategies**

- a search strategy is "a conscious approach to the process of looking for information"
- set of patterns that have been shown to result in good search results
- a step by step process for improving precision and recall
- precision is defined as the number of relevant documents retrieved compared to the number of documents retrieved (relevant documents retrieved / documents retrieved)
- recall is defined as the number of relevant documents retrieved compared to the number of relevant documents in the collection (relevant documents retrieved / all relevant documents in the set)

## **Model of the Search Process**

- Clarify the question
  - what domain of knowledge is the question from? how will the user use the information? what level of detail is required (depth, breadth)?
- Select the materials
  - determine which tools would be most useful for starting the search
- Prioritise the sources
  - identify where to start the search
- Locate the sources

- if the library has the sources, this may be an easy step
- Search the materials
  - this involves figuring out how to search the sources most effectively
- Evaluate and repeat

[Carter Alexander 1936]

## **Information Seeking**

- study of how people search for information
- study of how people feel about the process of searching
- people often feel anxious and unsure as they search complex systems
- they feel as if there are many good sources that they are unable to locate
- many people feel the web is easier to search because they do not need to learn to use a complex system, however, they also find retrieving 300 000 results to be frustrating
- electronic resources have made it easier to analyse how people actually search by examining logs of user activities as they search

## **Selection of Terminology**

- one of the most important elements to a successful search is the selection of good search terms
- despite the apparent simplicity of a search box, this still holds true in online databases and on the web
- selecting good terminology makes the difference between 0 results in a library catalogue and also makes the difference between a manageable result set and 300 000 results online

## **How Users Select Terminology**

- general terms from a description of their information need
- specific terms which are not well understood
- terms which have been spotted during the search process that seem relevant
- the process tends to be iterative and interactive

## **Print Search vs Electronic Search**

- print search relies on indexes, tables of contents and controlled vocabularies



- fields such as title, author and subject are generally searchable in print sources
- electronic search relies on indexes too, and items may also be indexed using controlled vocabulary
  - fields such as title, author, subject, abstract (and even the full text of an item) maybe searchable in online databases
- knowing which items are searchable allows librarians and users to plan a search more effectively

## **Thesaurus Terminology**

entry vocabulary - common terminology for specialised concepts

broader term - more general term (e.g. fruit is more general than apple)

narrower term - more specific term (e.g. paula red is a more general term for a type of apple)

related term - quasi-synonyms and terms which have similar characteristics

e.g. A very simple thesaurus of apples...

Apple

BT Fruit

NT Paula Red

NT Macintosh

NT Golden Delicious

Fruit

Used for Citrus

BT Food

NT Apple

## **Sample Thesaurus Entry**

Librarian Teacher Cooperation

Record Type: Main

Scope Note: Cooperative interaction between librarians and teachers

Category: Information/Communications Systems

Broader Terms: Educational Cooperation;

Narrower Terms: n/a

Related Terms: Academic Libraries; Cooperative Planning; Information Literacy; Information Seeking; Learning Resources Centers; Librarians; Library Instruction; Library Services; Media Specialists; School Libraries; Teachers;

Used For: Teacher Librarian Cooperation;

Use Term: n/a

Add Date: 09/02/1994

Postings: 587

[ERIC <http://www.eric.ed.gov/>]

## **Improving Search**

- provide access to more information, not less
- make additional fields accessible
- users find suggestions for search useful
- ability to browse controlled vocabularies and additional entry vocabulary allowing users to enter the controlled vocabulary using their everyday language improve search
- users also find the ability to see the structure of the thesaurus as they browse as well as lists of items with the same thesaurus terms useful (related articles links can be seen in some online databases and in search engines)

## **General Search Strategies**

- General to specific approach
  - begin with a general subject area
  - use the thesaurus to find more specific terms (narrower terms) which fit the information need
- Specific to general approach (or citation pearl growing)
  - start from a known relevant item
  - examine the bibliography for related material
  - search for other material with similar characteristics (same author, same subjects)
- Context and feedback
  - the search process is not a one step process (except for simple ready reference queries)
  - users will examine the relevant material and make decisions about where and how to continue the search process

## **Electronic Search Strategies**

- natural language search
- boolean search (and, or, not)
- full text search